

REQUEST FOR PROPOSALS

Public Transit Advertising Services for White Mountain and Four Seasons Connectors

March 13, 2015

The City of Show Low, AZ, requests proposals for Public Transit Advertising Services.

GENERAL

MV Transportation, contractor for the City of Show Low, operates six (6) buses (the “fleet”) over two (2) routes that provide daily weekday service within Southern Navajo County. The busses operate the following routes:

- The Four Seasons Connection operates daily, Monday – Saturday, throughout Show Low and Pinetop-Lakeside including Hon-Dah Conference Center, and travels approximately 175,000 miles annually.

The White Mountain Connection operates daily, Monday – Friday, serving the communities of Show Low, Pinetop-Lakeside, Snowflake, Taylor, Holbrook, Navajo County and Northland Pioneer Community College, and travels approximately 100,000 miles annually. Transit program is contingent on continued grant funding and participation from local partners, therefore the route configuration and dynamics could change, either contract or expand, during the term of the advertising contract. The purpose of this Request for Proposal (RFP) is to enter into a three (3) year Agreement with a qualified contractor to manage the graphic design and graphics installation and removal for the six (6) buses indicated above. The goal is to provide timely, responsive, and professional graphic design and graphics installation and removal services for the purpose of supporting the public transit advertising services.

SCOPE OF SERVICES

1. The contractor shall have exclusive rights to, sell, design, install, and remove advertising graphics upon the exterior of the fleet dedicated to the Transit Advertising Program, subject to the terms and conditions set forth in this Request for Proposal. This program may include such graphic formats as full wrap except bus fronts, murals (vehicle wrapped only below the windows), and back/tail graphic design and graphics installation and removal. This program may be expanded to include bus shelters and benches at the city’s discretion. There is approximately 710 square feet of solid advertising space and 640 square feet of transparent (window) advertising space on the exterior of the buses
2. All six (6) buses are allocated for the Advertising Program.

QTY	MFG.	YEAR	MODEL
1	Freightliner	2014	Defender
4	Chevrolet	2014	Arboc
1	Ford	2010	Eldorado

CONTRACTOR RESPONSIBILITIES

1. The Contractor shall maintain a comprehensive sales plan, and shall aggressively market a program to advance the sale of advertising space. The Contractor shall put forth its best efforts to coordinate the sale, installation, removal, and maintenance of advertising space on designated buses, and on contract shelters and benches, if included by the City.
2. A single representative from the contracting company shall be designated as the point of contact to answer any inquiries, troubleshoot any problems, resolve any issues, perform or oversee all accounting and billing duties as outlined in “Contractor Payments to the City” section articulated below, and be the general liaison for any business between the City and Contractor. Said person must be accessible during regular business hours (8 a.m.- 5 p.m.) and must provide two reliable telephone numbers for contact. It is preferred the representative reside in the White Mountain area. Removal of the representative from the project will require City’s prior written approval of whomever the Contractor intends to substitute.
3. The Contractor will work with the graphic designer contracted by the city, who will oversee or prepare bus designs for consistency, quality and appearance of the fleet for the exterior and interior bus advertising, contract shelter and benches.
4. Develop a work plan to achieve minimum revenues to the City of \$40,000 in year one, \$50,000 in year two, and \$60,000 in year three of the contract.

RIGHTS OF THE CITY

1. The City reserves the right to use ten percent (10%) of the vehicles dedicated to the Advertising program, for its exclusive use for any institutional advertising or promotion or purpose deemed to be in the best interest of the City, White Mountain Connection, Four Seasons Connection or that which the City feels is worthy of charitable mention. The City also reserves the right to use any unsold exterior or interior advertising space for its exclusive use.
2. Availability of exterior and interior advertising space on dedicated buses may change during the period of this agreement for reasons including, but not limited to, the procurement of new buses and the retiring of old buses. The City may add or remove equipment from service based on a variety of factors including but not limited to: programmed capital improvements, scheduled maintenance, capacity requirements, or unforeseen damage due to vandalism/accidents.
3. All advertising must comply with the City’s Advertising policy. The City shall approve all advertising, exhibit material, announcements, or any other communications displayed

and/or exhibited on its fleet, contract shelters, and benches. No advertising, at the City's sole discretion, that fails to meet the City's standards as set forth below, may be accepted by the Contractor for display on the City's fleet, contract shelters and benches.

- False, misleading or deceptive
 - Obscene or pornographic
 - Defamatory or scornful of a particular individual or group of persons
 - Inflammatory, or supportive of lawlessness or violent action
 - Promoting alcohol, illegal drugs, firearms or tobacco products
 - Promoting illegal or destructive behavior
 - Political advertisements
 - Religious advertisements
 - Violation of copyright or trademarks
 - Reasonable clarification or intent of statements contained in advertisements may be required by the City before approval
4. The City shall provide the Contractor bus route assignment schedule information that identifies by unit number what the bus assignments are. This data shall include buses available for the program and buses under current contract with advertisers. Sole discretion of bus assignments shall remain with the City. No guarantees shall be made about route specific advertising.

INSTALLATION OF ADVERTISEMENTS

1. The Transit Manager shall be responsible for approving all proposed advertising. This review and subsequent feedback shall take place within five (5) business days after receipt unless extenuating circumstances prevail.
2. All installations, unless otherwise arranged, must be scheduled through the City's contract Operations Manager. The installation of advertising devices and the materials to be contained therein shall take place, whenever possible, during hours of minimum passenger and visitor activity, at such hours as approved by the City's Operations Manager.
3. The City transit facility may be used for installation of graphics and wraps. The City operates its buses from its transit facility located at 1160 Lumberman's Loop, Show Low, AZ 85901.

CONTRACTOR PAYMENTS TO THE CITY

1. Contractor shall make monthly payments to the City. Monthly payments shall be made by the 15th working day of each month. Payment shall be for all amounts due to the City for the preceding month. Any payments over 30 days due are subject to interest payments of 1 ½% per month on the unpaid balance, unless an alternate plan is approved by the City as part of the contract.
2. The Contractor shall perform all billing and collections connected with advertising sales.
3. The Contractor shall establish all rates and charges for the rental of advertising space on buses and must provide a copy of all rates/contracts to the City for prior written approval.

4. The Contractor shall maintain separately, all sales and financial records relating to each account of the revenue-advertising program.
5. The Contractor shall provide the City with accurate sales reports and provide a copy of each contract, and accounting information, and submit to the City pertinent records relating to the advertising program for audit. Monthly reports will be required of the Contractor featuring gross billings and net billings, display types, total space available, total space sold, and total space traded or bartered. Inventory reports will also be required monthly.
6. The City has the right at all times during the term of the agreement, following reasonable advance written notice, to require the addition, removal, change of location, modification or refurbishment of any or all advertising. No advertising once approved by the City's Transit Manager, or his or her designee, may be removed by the Contractor without advance written approval of the Transit Manager or his or her designee.

PROPOSAL CONDITIONS

Cost of developing a response to this RFP is entirely the obligation of the Proposer and shall not be charged in any manner to the City. The City has the right to use any and all ideas presented in response to the RFP, whether amended or not. Selection or rejection of the proposal does not affect this right.

SCHEDULE - The proposed time schedule relative to this procurement is as follows:

- | | |
|-----------------------------------------|----------------|
| • Release of RFP | March 13, 2015 |
| • Deadline for Questions/Clarifications | March 25, 2015 |
| • Proposal due date | April 6, 2015 |
| • Anticipated Selection | April 13, 2015 |
| • Anticipated Contract Award | April 20, 2015 |
| • Anticipated Contract Execution | April 27, 2015 |

PROPOSAL REQUIREMENTS

This document is the instrument to transmit proposals and to define the terms, conditions and specifications desired by the City to receive Proposals for Bus Advertising Services. It is the intent of the City to select a single Proposer to supply the services necessary for the successful completion of this advertising project.

All proposals shall include:

1. **The Proposers Statement of Qualifications**
 - a. Capabilities and Background Information;
 - b. Prior work accomplishment similar to services requested herein (no more than five (5) projects that occurred within the last three (3) years, include project type

and size, photographs or graphics of such work

2. Key Personnel

- a. Provide the names, experience and professional qualifications for key personnel to be assigned to this contract, including a detailed work plan describing how you, or your firm, will provide the services outlined in Scope of Services

3. References

- a. List of five (5) references representative of related past experience to include, as a minimum, a contact person, company name, phone, and brief description of project

4. Revenue Proposal

- a. Based upon the Contractors experience, knowledge of the local market, and other sources of information at the contractor's disposal, the contractor will propose a commission based pricing structure to be considered by the City
- b. Work plan for achievement of revenue targets for the city.

PROPOSAL EVALUATION

Evaluation of proposals will be performed consistent with the criteria listed below:

1. Statement of qualifications and relevant experience in conducting business similar to that which is required herein. Documentation to support financial stability and financial responsibility with vendors and clients. 30 points
2. Names, experience and professional qualifications for key personnel to be assigned to this contract. Detailed work plan. 25 points
3. Proposed compensation/commission, specify percent of gross advertising or other revenue payment elements being proposed. 45 points

NOTICE TO PROPOSERS

All Proposals must be sealed and delivered to the City of Show Low at the address below, not later than **2:30 P.M. local time on April 6, 2015**. Late proposals will be rejected. Failure to comply with this, or any other paragraph of the Request for Proposals, shall be sufficient reason for rejection of the proposal.

Please include **an original and five (5)** copies of the written proposal in an envelope marked as follows:

**Public Transit Advertising Services for the City of Show Low
Written Proposal
Do Not Open Until 2:30 P.M., April 6, 2015
Request for Proposal Enclosed**

Please mail or deliver all proposals to:

City of Show Low
Community Services Director
180 N. 9th Street
Show Low, AZ 85901
Request for Proposal – Transit Advertising

ALL PROPOSALS MUST BE RECEIVED BY THE CITY’S COMMUNITY SERVICES DIRECTOR ON OR BEFORE THE TIME AND DATE INDICATED ABOVE.

The responsibility for submitting the proposal to the City’s Finance Director on or before the above stated time and date is solely that of the proposer. The City of Show Low will in no way be responsible for delays in mail delivery or delays caused by any other occurrence. **LATE PROPOSALS WILL NOT BE ACCEPTED.** All proposals must be in writing. Non-responsive proposals may not be considered.

CONTRACT AWARD

The City reserves the right to incorporate the successful proposer's proposal into Contract. Failure of Proposer to accept this obligation may result in the cancellation of the award. Should the successful Proposer fail to deliver the Agreement within 60 days prior to operation, the City may cancel the awarded contract.

The selected proposal will be required to assume responsibility of all services offered in the Proposal and be operational within thirty (30) days from the contract award. The City will consider the selected Proposer to be the sole point of contact with regard to contractual matters, including payment or any or all charges.

The Contract term shall be for a period of three (3) years.

INQUIRIES

Please direct any inquiries Anthony Turley, Finance Director, **at (928) 532-4014 or e-mail: jbrimhall@showlowaz.gov** All telephone conversations are to be considered unofficial responses and will not be binding. Questions, verifying the Request For Proposals' content, if appropriate, will be responded to in writing. The written response will be the City's official response and will be mailed to all proposers that requested the Request For Proposals.

RIGHT OF REJECTION

The City of Show Low reserves the right to reject any one or all Proposals, or any part of any Proposal, to waive any informality in any Proposal, and to award the concession in the best interest of the City of Show Low. Furthermore, the City reserves the right to hold the Proposals of the five (5) highest proposers for a period of ninety (90) calendar days from and after the time of the Proposal opening.